Dear Readers,

As the world has started functioning in the 'new normal,' event planners and business travellers are looking out for newer destinations with immense MICE potential and great facilities for MICE tourism.

Our Cover Story focuses on Africa as the country have shown remarkable progress in its MICE sector over the years. It now attracts corporate travellers from all across globe and provides great meetings and events opportunities. Meanwhile, New Jersey serves as our Centre of Attraction with its extensive communication system, luxurious convention centres and world-class hotels. Similarly, our Venue Check highlights the MICE facilities offered by Bodrum, Turkey's historical city.

In this edition, we have also covered the Virginia Beach Convention Centre in our Spotlight On. The centre is suitable for all kinds of international and domestic MICE events. It has also recently served as a key vaccination centre for Virginia. Lastly, our Tech Talk has explored the different audience interaction tools that can help event organisers to engage the audience better in order to carry out a successful event.

Editor-In-Chief
Mr. Anup Kumar Keshan
04- Venue Check: The port city of the Mugla Province in Turkey, Bodrum consists of state-of-the-art convention centres and luxurious hotels. It welcomes global business leaders and event planners.

14- Tech Talk: Audience interaction is a key feature behind a successful event today. Several companies around the world have started working towards introducing audience interaction tools that can engage the audience better.

20- Centre of Attraction: One of the smallest states in the U.S., New Jersey is recognised for its busy transportation and extensive communication system. The state is also known for hosting international business events and houses luxurious convention centres and accommodation facilities.

28- Spotlight On: The Virginia Beach Convention Centre is one of the largest convention centres in Virginia Beach. The largest building in the city is ideal for hosting conventions, conferences, meetings, exhibitions, trade shows and all kinds of MICE events.

32- Cover Story: Africa has witnessed a remarkable social and economic growth in the 20th century. The country has developed some of the finest hotels and convention centres over the years that play an important role in attracting international MICE travellers.
Turkey’s Historical City

Bodrum is a port city in the Muğla Province, in the southwestern Aegean Region of Turkey. It is located on the southern coast of Bodrum Peninsula, at a point that checks the entry into the Gulf of Gökova and is also the center of the eponymous district. Bodrum also attracts global business leaders and event planners as the city has state-of-the-art convention centres and luxurious hotels.
Bodrum sits on the southern coast of the Turkish peninsula. This city offers a great mix of sights and pleasures ranging from aquatic to ancient and nocturnal. Take a day trip around the peninsula in clear blue water, then let loose on a strip in the town aptly called Bar Street.
**Convention Venues and Hotels**

**Hilton Bodrum Turkbuku Resort & Spa**

Hilton Bodrum Turkbuku Resort & Spa is a beachfront spa resort overlooking the Aegean Sea – 3 km from the coastal town and 20 km from the 15th century Bodrum Castle. Built in 2004, this luxurious convention hotel has 486 rooms and 15 meeting rooms for your perfect event.

**Le Meridien Bodrum Beach Resort**

Le Meridien Bodrum Beach Resort is a new resort built in 2020 consisting of 154 guest rooms and 1 meeting space where you can hold any flexible event – may it be a cultural or business meet.
Kempinski Hotel is a hotel located in Bodrum consisting of 6 conference and meeting rooms and cater to a group of 15 to 750 delegates. Kempinski Hotel Barbaros Bay has now combined its excellent conference and meeting facilities with a gourmet experience. The teams can spend a morning brainstorming and then enjoy a visit to a local winery or farm for a special tasting session, tasting some of the finest food and wine in the region, before returning to this stylish hotel on the Turkish coast.
Tourist Delights

Bodrum is on a stony peninsula where bays with clear, glistening waters are sheltered between headlands.

Bodrum Castle

On the promontory east of Bodrum’s harbour stands the Bodrum Castle, built in the beginning of the 15th century by the Knights Hospitaller. This location has been fortified for more than 3,000 years and is the setting for the palace of Mausolus of 4th century BCE. One of the many astounding things about this building is that stonework from the Mausoleum of Halicarnassus was recycled. The walls were either turned into dust to make lime or simply re-used.

St. Peter Castle

Castle of St. Peter is a multinational structure that was a Christian stronghold built by the Knights Templar during the Crusades. Also known as Bodrum Castle, it has been used by different monarchs throughout the years, resulting in a rich and colourful history. The vast expanse of the 15th century castle promises a lot of walking and sightseeing, including 4 towers of English, French, Italian and German architecture.
Yahsi Beach offers a great seaside experience near Bodrum, thanks to its clean and clear waters, along with an easily accessible strip of sand. The beach has many amenities and things to do in the surrounding area. There's no shortage of places to eat, drink and sleep close by, so you can turn your phone off and relax knowing that everything you need is close by.

In Bodrum Old Town, you won't believe how many different souvenirs you can find. Items range from artistic to functional, and everything in between. Stands display vibrant wares that will, for years to come, bring to mind the sunny coast of Bodrum.
FLINT DOWNTOWN DEVELOPMENT AUTHORITY APPOINTS NEW EXECUTIVE DIRECTOR

Flint's Downtown Development Authority has hired a new executive director. Kiaira May, who has worked at Quicken Loans and Bedrock Real Estate in Detroit, was unanimously named to the post by the DDA Board of Directors and started her work this week, the DDA said.

A Wayne State University graduate, May becomes the first African American woman to ever lead the DDA, which was established in 1977 and which promotes the revitalisation of the city's core and manages paid downtown parking. Martha Aills was the first woman to serve in the role in the mid-1990's, per MLive-The Flint Journal files.
The Events Industry Council (EIC), the global voice of the business events industry on advocacy, research, professional recognition and standards, announces the appointment of Augustine (Gus) Chijioke as Director of Certification & Education.

Gus's remit for EIC includes directing the CMP and CMP-HC credentialing programme – recognised globally as the badge of excellence in the events industry, to ensure that the examination programme continues to adhere to the highest test development and administration standards; and continuing to grow and develop the organisation's educational products and services.

Amy Calvert, Chief Executive Officer, Events Industry Council, said that the Professional development will continue to be a significant driver behind the growth of our industry. As they navigate the adaptations and innovations necessary post pandemic, our workforce continues to demonstrate its resilience and a remarkable commitment to lifelong learning. Gus will play a key role for the EIC as we continue to deliver relevant high-quality education and make it available and easily accessible to an increasingly global audience.
Reed Exhibitions has appointed Vasyl Zhygalo as its Portfolio Director for WTM and IBTM brands, in addition to his current role as Managing Director of RX Abu Dhabi office.

Zhygalo will relocate to London this month and will be part of the RX UK Brand Team.

Zhygalo has been with the company for over 15 years and has more than 20 years of experience in the corporate event sector, working on conferences, summits and international trade shows worldwide. Before becoming Managing Director of RX Middle East, he worked as Portfolio Director for Energy and Marine Portfolio in London.

Vasyl Zhygalo said that he is very excited to be leading the team. Travel and Events have faced massive challenges since the start of the pandemic, and I look forward to working with the WTM and IBTM brands and all our customers as we look forward to the industry’s recovery post-COVID.
Trinity Event Solutions and EDGEvenues appointed Paul Swain to the team in the role of Director of Business Development. Jacqui Kavanagh, founder and owner of Trinity Event Solutions is very pleased with the appointment.

Paul is happy to be joining the team at Trinity Event Solutions and to help play a role in building the growing community of event professionals on the EDGE Venues platform. Paul's previous roles spanned a wide spectrum of the U.K. events industry.

Most recently he headed up the United Kingdom business events market for Rotterdam Partners and The Hague Convention Bureau, building the brand and profile of both destinations and winning new events into each city. However, he has also held business development roles with national convention bureau, hotels and venues, DMC's and the events media, giving him extensive industry-wide experience.

Paul now brings his talent and experience to work with the Trinity team, striving to make EDGE Venues the most effective 'go-to' venue-finding platform for all event organisers, and to help planners maximize the value they can gain from this next-generation business tool.
AUDIENCE INTERACTION TOOLS

Audience engagement and interaction is one of the key features behind a successful event today. Over the years event organizers and planners have looked out for ways to engage in a two-way-communication with the audience. As audience involvement in an event has largely started to evolve, several companies in the world have started working towards introducing new means of audience engagement. Read on to know about some of the best audience interaction tools available across the globe at present.

MENTIMETER

Mentimeter is an easy-to-use mobile app that helps in audience engagement during any meeting or event by creating presentations with real-time feedback. The app allows adding questions, polls, images, quizzes, slides, and gifs to presentations and provides audience the chance to interact with the presentation by answering different kinds of questions. It several kinds of question/response formats such as multiple-choice, open-ended, rating scale and word clouds, all of which can be styled with customized branding. It also works as a voting application letting users see live results with real-time graphs and charts. The app can handle up to 30,000 votes per minute and can also help to analyze data and track progress post the presentation.

BUZZMASTER

BuzzMaster is a unique audience interaction app that stands out in the market for including 'BuzzMasters' or actual people who moderate real-time audience responses during an event. The masters are mostly journalists and experienced event managers, who can find the best event stories and fascinating questions and comments. A BuzzMaster facilitates the event and acts as a bridge between the audience and the presenters. They often create a stir in the event room by surprising audiences with new and unexpected questions in order to create a buzz during the session. Audience members use their smartphones as controllers on the system and see their input on the big screen in real-time. BuzzMaster also has a networking feature that allows audience to match with one another via the software, and then in real life.
CROWD MICS
Crowd Mics is a free mobile app that transforms audience's phones into wireless microphones and allows them to speak, text and vote directly from their phones. Attendees can use the app in their smart phones as a microphone to broadcast over the event's PA system. Meanwhile, Moderators can control their event by selecting speakers, disabling microphones, and conducting real-time polls. The app works in conjunction with an 'ATOM' box that plugs into the venue's wired network and sound system. Crowd Mics also comes with a comment and polling functionality. It creates memorable and fun experiences for the audience increasing their engagement and excitement in the process.

CATCHBOX
Similar to Crowd Mics, Catchbox is another microphone that helps in increased audience interaction and engagement. However, the tool is not an app but a physical microphone and is considered to be the first throwable wireless microphone in the world. For any questions or discussions during an ongoing event, a moderating can simply throw the Catchbox instead of making their way through the crowd to reach them with a normal mic. The device engages the audience in a fun game of catch while allowing better communication. The tool combines a compact beltpack microphone with a unique throwable mic and transforms any space into a collaborative environment.

CONFRENZ
Confrenz is a multipurpose app that allows organizers to seek feedback on their event. It also allows attendees to rate their general satisfaction with all parts of the event using a 1-5 scale of rating. Users can also gather in depth opinion by creating surveys they can respond to on their mobile phones. The app also comes with social networking capabilities that enable participants to connect and communicate with a larger audience during any ongoing event.
LoQuiz

LoQuiz is one of the most distinct audience interaction tools that create real-world games, like professional scavenger hunts, turning a meeting or training session into something remarkable and highly interesting. The software allows event organizers to create well-developed games for interactive experiences that are fun and challenging. The app lets organizers easily set up a variety of games and quizzes with an integrated question library where they can stage bespoke treasure hunts, using photos or written clues to guide players. The app also appoints a team leader who operates on a tablet, uses GPS for outdoor positioning and a special clue system for indoor question mapping. The outcomes are affected by other players, time, real-world objects, and tasks making sure that no game is the same.

Eventscribe

The eventScribe applications is considered to be one of the best attendee engagement platform and comes with a large number of functions including the ability for participants to ask questions, post comments and connect with each other on a private social networking platform. It also provides attendees the ability to access engaging tools like note-taking on slides, audience response, gamification, and more. Audience can also access presentation slides, which they can annotate and further share their notes with other participants.
Melbourne Convention and Exhibition Centre (MCEC) unveils its sustainable strategy

Melbourne Convention and Exhibition Centre (MCEC) is proud to unveil its new five-year sustainability strategy, with ambitious targets to create a positive impact for our planet and community.

The strategy will further embed MCEC’s reputation as a leading sustainable event destination. MCEC Sustainability Manager, Samantha Ferrier said the strategy is about being aware of our scope of influence and driving social and environmental solutions to create a meaningful and long-term impact.

MCEC Sustainability Manger, Samantha Ferrier also added that they are aiming high, with a target to achieve net zero emissions by 2030. They are working to eliminate problematic and unnecessary single-use plastics, divert 90 per cent of waste from landfill by 2025, and to be completely powered by renewable electricity by 2028. At the same time, we will contribute towards increasing Victoria's biodiversity, habitats and ecosystem health by 2025, continue to source sustainably and support OzHarvest to rescue and redistribute food to people in need.
The 16th annual congress of the Open Source Geospatial Foundation (OSGeo), the non-profit organisation that supports and promotes the collaborative development of free and open source geographic technologies and open geospatial data, will be held in Florence, Italy, at the Palazzo dei Congressi, Palazzo degli Affari and the University of Florence from 22 to 27 August 2022. This is an international congress with nearly one thousand participants and is taking place for the first time in Italy.

The FOSS4G annual conference will address very particular issues that the Italian GFOSS.it community has been pursuing since before 2000, but only next year the international congress will make its debut in Italy, in Florence, thanks to the valuable teamwork carried out by GFOSS.it association, the Italian chapter of OSGeo, the Firenze Convention Bureau, Firenze Fiera, AIM Group International, and the Department of Engineering of the University of Florence. The format of the congress (fully in-person, hybrid or online) will be decided according to the evolution of the global health emergency and the restrictive measures dictated by the Authorities at that time.

The Inkosi Albert Luthuli International Convention Centre (ICC) has reportedly run out of funds and is now operating on cash reserves earmarked for capital expenditure. Additionally, R165 million in revenue was lost due to the Covid-19 pandemic and now it needs R30m to remain afloat.

ICC chief executive Lindiwe Rakharebe disclosed the information during a virtual sitting of the eThekwini Municipality's Executive Committee (Exco). She said the country's move to level 4 of the lockdown would further harm the operations of the entity as no physical major events were allowed during this period. Rakharebe said they expected to financially recover later this year if things returned to normal.
Rakharebe said that while there were challenges, no jobs had been lost as a result of the pandemic, and the entity had also received a clean audit – an indication that staff were doing a good job. She said they were in talks with Discovery Health, which had requested to use the ICC venue for six months as a Covid-19 vaccination centre.

Mayor Mxolisi Kaunda commended the ICC for being able to protect people's jobs and committed the city to assisting the centre. The Exco authorised the city's proposal to grant R15m in funding to the entity from the 2021/22 budget; an additional R10m would be considered during the 2021/22 midterm, which would depend on whether any savings could be directed to the entity.
New Jersey, one of the smallest states in the U.S., is highly urbanised and has one of the country's highest population densities. Known for its busiest transportation system, New Jersey has the most extensive communication system in the world, and conveniently connects to New York city in the north and Philadelphia in the south. The huge number of business events hosted here resulted in the building of luxurious convention centres and world-class hotels.
Atlantic City Convention Center was designed to incorporate and reflect Atlantic City's seaside location., has won the prestigious "Award of Excellence in Architectural Design" from the Pennsylvania Society of Architects. The regional decor is evident throughout the building, from the wave-inspired carpeting and granite flooring to the atrium's Rock Bar, an attractive setting for any event planner. Visitors entering the building are welcomed by a 90-foot high sky lit atrium lobby complete with a lobby concierge, sculpture and art.

The Wildwoods Convention Center is a convention centre and indoor arena in Wildwood, New Jersey. Built in 2001 to replace an older Convention Hall, the centre has exhibition space of 260,000 sq ft (24,000 m²). The building includes the Oceanfront Arena, which is an indoor arena that can seat up to 7,000 spectators.
New Jersey Convention and Exposition Center is at the confluence of I-95 (the NJ Turnpike), I-287, the Garden State Parkway. It is a highly flexible venue and has the full capacity to accommodate any kind of public or private event or trade fair. Some of the facilities offered by the New Jersey Convention and Exposition Center are decoration services, internet & wi-fi connectivity, catering services, hotel accommodation, restaurants, rental services and much more.
Set in Secaucus, 600 m from Meadowlands Exposition Center, Aloft Secaucus Meadowlands offers accommodation with a fitness centre, free private parking, a bar and a shared lounge. Featuring dry cleaning services, this property also provides guests with a sun terrace. The property features an indoor pool, evening entertainment and an ATM.

Hampton Inn Cranbury is located in Cranbury and has a garden and a terrace. The hotel features a fitness centre, a 24-hour front desk and free Wi-Fi throughout the property.
Canopy By Hilton Jersey City Arts District is set in Jersey City in the New Jersey region, 6 km from Statue of Liberty and 7 km from Ellis Island. Among the facilities are a restaurant, a 24-hour front desk and a shared lounge, along with free WiFi throughout the property. The accommodation offers evening entertainment and concierge service.

Hyatt Place Fort Lee/George Washington Bridge offers accommodation with a fitness centre, free private parking, a bar and a shared lounge. Yankee Stadium is 9.9 km away from the property. The property is located 2 km from George Washington Bridge, 14 km from American Dream Mall, and 16 km from MetLife Stadium. The accommodation provides a sun terrace, a 24-hour front desk, and free WiFi.
The many attractions of Cape May, at the southernmost tip of New Jersey on Delaware Bay, were largely discovered by the wealthy during 18th and 19th centuries when it enjoyed its heyday as a fashionable resort town. It was so popular that six US Presidents had summer homes here.

Delaware Water Gap National Recreation Area straddles the border between New Jersey and Pennsylvania and includes a spectacular 40-mile protected stretch of the Delaware River. This large recreation area is accessible at numerous points, with the New Jersey section being serviced by two visitor centres.
One of the best small towns in New Jersey, Princeton owes its international reputation to its university and associated research institutes. These include the Institute for Advanced Study, where Albert Einstein carried out his final work.

Liberty State Park encompasses 1,212 waterside acres. In addition to its wonderful views of the aforementioned attractions, the park contains many highlights of its own, including Communipaw Cove, a 36-acre tidal salt marsh that has been designated a nature preserve.
Considered one of the best aquatic educational facilities in the United States, this two-million-gallon aquarium is home to more than 8,500 marine animals, including a large collection of sharks, sea turtles, penguins, and stingrays. It also has the distinction of being the only aquarium in the world with hippos.
The Virginia Beach Convention Centre is one of the largest convention centres in Virginia Beach. It is also the largest building in the city. Opened in 2005, the centre is ideal for hosting conventions, conferences, meetings, exhibitions, trade shows and all kinds of MICE events. It is the ideal venue for business or corporate travellers. Designed by Skidmore, Owings and Merrill LLP, the convention centre was built by the Turner Construction Company at a cost of $207 million.

The centre has been the recipient of many awards and accolades including the Innovative Design in Engineering and Architecture with Structural Steel National Award from the American Institute of Steel Construction (2008), the Virginia Green Certification from the Virginia Department of Environmental Equality (2007), the Prime Site Award from Facilities & Destinations Magazine, the Public Works Project of the Year Award from the American Public Works Association and the Best Institutional Public Building: First Honor Award from the Hampton Roads Association for Commercial Real Estate (2006).
Exhibition Hall: The Virginia Beach Convention Centre covers a total area of 500,000 sq. ft. of event space. The grand exhibition hall consists of 150,012 sq. ft. of space and can accommodate up to 11,840 people in theatre seating. It can be divided into exhibition halls A, B, C and D, each measuring 21'6” wide entrance and 15'6” overhead door.

Ballroom: The centre also has a large ballroom with 31,029 sq. ft. of event space that can hold up to 2,000 people in banquet setting. The ballrooms can be further divided into three different event spaces. The ballroom and exhibition hall are suitable for large international and domestic events like congresses, exhibition, trade shows and any kind of social or corporate gatherings.

Meeting Rooms: The centre is home to 26 separate meeting rooms with a total of 28,929 sq. ft. of meeting space. All meeting rooms are equipped with state-of-the-art facilities and is perfect for hosting meetings, seminars, presentations, workshops, training sessions and all forms of intimate business gatherings.

The Tower: In addition to the primary event spaces, the Virginia Beach Convention Centre consists of a large 150 ft. tower on the east side of the building comprising of four floors with a large board room, VIP lounge, coffee bar and observation deck. The Tower is considered to be a premium meeting space.
Recently, the Virginia Beach Convention Center transformed itself into a COVID-19 vaccination centre to help the city in its vaccine rollout programme. The coronavirus vaccination clinic at the centre has provided thousands of vaccines to several people over the past few months including several walk-in candidates. The vaccination site at the convention centre offered first and second doses of Pfizer and Moderna, as well as single doses of Johnson & Johnson from 8:30am -5:30pm. The convention centre on 19th Street was one of the first mass vaccination sites in the state during the pandemic, giving shots to community healthcare workers as early as January. Initially, it was managed by the local health department and the city, with Virginia Beach employees, such as EMTs and firefighters staffing it. In late April, the state emergency management department and its contractor, Ashbritt, took over expanding its operations to six days a week but requiring appointments.
Constructed adjacent to the Virginia Beach Convention Centre, the Virginia Beach Arena is a proposed multi-purpose entertainment and sports venue that has an approximate area of 500,000 square feet with a capacity of holding around 18,000 individuals. The arena will be designed to host a wide array of events, from major concerts to ice shows, trade shows to monster truck rallies and circuses to sporting events. The venue is expected to bring together the city's MICE and entertainment. As of now, construction is estimated to take two years after the necessary agreements and permits are in place. The arena situated alongside the convention will attract more business and leisure tourists in the city in later future.
In recent years, the meeting and event industry has changed the scenario of Africa's economy. The tourism industry in Africa enjoys a robust growth with the infrastructural development in hotel, aviation and other sectors. Africa experienced a substantial economic growth in 20th century and this provided many benefits in developing social and economic structure. In 21st century, Africa saw a rapid development in building hotels and convention centres which play a pivotal role in attracting global tourists.
The flight services, especially from U.S, U.K and China, make a global connectivity to African nations. The accessibility of domestic flights has improved drastically last year. Ethiopia Airways added its new flight services to Chicago and Los Angeles attracting millennials from the United States, while Kenya Airways launched a direct flight to New York. These new flight communications have opened new destination choices for event organizers and planners. Destinations like Victoria Falls and Masai Mara have become more accessible to international MICE travellers due to improved flight services. Intra-African airline connectivity has also increased with the establishment of 70 new routes that gives a major boost to tourism and business.
Africa is noted for wildlife and rich tribal culture. Through wildlife tourism, most of the destinations are opening as an incentive travel option while the cities are developing with new convention centres and hotels.

Rwanda positions itself as a MICE destination of choice. From 2018, Rwanda has prioritised MICE as one of the major drivers of economic growth. The government has invested in infrastructural development of Kigali Convention Centre and Rwanda's national airlines to increase global connectivity. Another most important city, Uganda has also indicated that it is keen to explore the MICE market further. Rwanda and Uganda offer MICE products and services for business travellers and buyers, with the option to experience a trip to the most inaccessible destinations in Africa.

Uganda also offers gorilla permits that are much more affordable. The country also provides an extensive range of accommodation, ranging from mid-budget hotels to luxury accommodations. Uganda also has a fantastic chimp-trekking programme in Kibale, as well as a few authentic visitor experiences with the indigenous Batwa people.
South Africa has been rated as the number one meeting destination in Africa by the International Congress and Convention Association (ICCA). The country also ranked 34th in the world as a MICE destination. South Africa will continue to be a destination of choice for MICE organizers. South Africa has highlighted its favourable exchange rate as a major incentive and organizers with larger budgets can add a lot more bells and whistles to their events in South Africa.

Hyper-Personalisation
There has been an increasing trend for hyper-personalisation, with MICE organizers looking to tailor and adapt any event, conference or meeting as per the client's needs and company values. They seek unique outdoor spaces and out-of-the-box venue ideas to make the experience more memorable. Africa offers a vast array of exceptional locations, from a meeting on the Blue Train to a convention at the new Zeitz Museum in Cape Town. South West Africa has previously hosted meetings out in the middle of the wilderness, as part of a mobile safari camp.
ITE Hong Kong
29th July – 1st Aug
Hongkong, China
itehk.com/travelexpo

The Arizona Governor's Conference on Tourism
Aug 2-4, 2021
Scottsdale, USA
azgcot.com

Guangzhou International Travel Fair
5-7 Aug 2021
Guangzhou China
gitf.com.cn/en

Virtuoso Travel Week 2021
8-13 Aug 2021
Online
Navada, Las Vegas
VirtuosoTravelWeek/2021.aspx

Tourism Export Council 2021
2-6 Aug 2021,
New Plymouth, New Zealand
tourismexportcouncil.org.nz/events/annual-conference

Travel Meet Asia 2021
4-5 Aug 2021
Digital
travelmeetasia.com

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